



Miranda Paster <miranda.paster@lacity.org>

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## Meeting

9 messages

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**Miranda Paster** <miranda.paster@lacity.org>  
To: "McLennan, Laura" <laura.mclennan@lacity.org>

Fri, May 13, 2016 at 7:40 AM

Good Morning.

Lets discuss offline a meeting re: parcels w/ BID attys.

Thank you.

--

Counting my blessings - Sing and be Happy Today!

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**Laura McLennan** <laura.mclennan@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>, Anna Kozma <anna.kozma@lacity.org>

Fri, May 13, 2016 at 7:45 AM

Ok, Monday?  
Anna is out today

[Quoted text hidden]

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**Miranda Paster** <miranda.paster@lacity.org>  
To: Laura McLennan <laura.mclennan@lacity.org>

Fri, May 13, 2016 at 7:46 AM

I just want to have quick phone conversation. I am at 978-1111.

Thank you.  
[Quoted text hidden]

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**Anna Kozma** <anna.kozma@lacity.org>  
To: Laura McLennan <laura.mclennan@lacity.org>  
Cc: Miranda Paster <miranda.paster@lacity.org>

Tue, May 17, 2016 at 2:04 PM

Hi,

Not sure if you two had a chance to connect while I was out, but if not would love to schedule a call or meeting tomorrow or any other day this week to touch base on these items.

I have a call in with City Attorney's Ed Young in the next 24 hrs as well.

Thanks.

On Fri, May 13, 2016 at 7:45 AM, Laura McLennan <laura.mclennan@lacity.org> wrote:  
[Quoted text hidden]

--

**Anna M. Kozma**  
Field Deputy - Westchester/Playa



Councilmember Mike Bonin  
City of Los Angeles  
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**Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>  
To: Anna Kozma <[anna.kozma@lacity.org](mailto:anna.kozma@lacity.org)>  
Cc: Laura McLennan <[laura.mclennan@lacity.org](mailto:laura.mclennan@lacity.org)>

Tue, May 17, 2016 at 2:11 PM

Hello.

I have an item in Council tomorrow morning. We can meet before or after Council.

Thanks.

[Quoted text hidden]

---

**Anna Kozma** <[anna.kozma@lacity.org](mailto:anna.kozma@lacity.org)>  
To: Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>  
Cc: Laura McLennan <[laura.mclennan@lacity.org](mailto:laura.mclennan@lacity.org)>

Wed, May 18, 2016 at 8:42 AM

Laura,

Not sure if you saw this, do you want to conference me in if possible or plan for any later time this week if Miranda is available?

[Quoted text hidden]

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**Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>  
To: Anna Kozma <[anna.kozma@lacity.org](mailto:anna.kozma@lacity.org)>  
Cc: Laura McLennan <[laura.mclennan@lacity.org](mailto:laura.mclennan@lacity.org)>

Wed, May 18, 2016 at 8:46 AM

We can talk in Council

[Quoted text hidden]

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**Laura McLennan** <[laura.mclennan@lacity.org](mailto:laura.mclennan@lacity.org)>  
To: Anna Kozma <[anna.kozma@lacity.org](mailto:anna.kozma@lacity.org)>, Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Wed, May 18, 2016 at 9:19 AM

Miranda,

Can we set up a call at noon today?

Anna is in the field, not City Hall.

On Wed, May 18, 2016 at 8:42 AM, Anna Kozma <[anna.kozma@lacity.org](mailto:anna.kozma@lacity.org)> wrote:

[Quoted text hidden]



**Laura McLennan**  
*Deputy Chief of Staff*  
Councilmember **Mike Bonin**  
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**Miranda Paster** <miranda.paster@lacity.org>

Wed, May 18, 2016 at 9:26 AM

To: Laura McLennan <laura.mclennan@lacity.org>

Cc: Anna Kozma <anna.kozma@lacity.org>

Sure

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

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## Venice BID and the State Parks Dept.

3 messages

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**Debbie DynerHarris** <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Fri, May 13, 2016 at 12:52 PM

Hi Miranda, I hope all is well well. I spoke with the State Parks rep and he is happy to provide us with a letter stating whatever it is we need to support the BID. He is a big proponent of it.

Can you please give me something in writing that I can send him that says exactly what we want them to provide?

Thank you!  
Debbie



**Debbie Dyner Harris**  
*District Director*  
Councilmember Mike Bonin  
City of Los Angeles  
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**Miranda Paster** <miranda.paster@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Mon, May 16, 2016 at 10:22 AM

Good Morning.

I will develop some wording and get back to you.

Thanks.

[Quoted text hidden]

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**Debbie DynerHarris** <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Mon, May 16, 2016 at 5:04 PM

thank you!

[Quoted text hidden]



**Debbie Dyner Harris**  
*District Director*  
Councilmember Mike Bonin  
City of Los Angeles  
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Miranda Paster <miranda.paster@lacity.org>

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## Venice Beach agreement - State/City

3 messages

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Tara Devine <tara@devine-strategies.com>

Wed, Apr 27, 2016 at 2:48 PM

To: Miranda Paster <Miranda.Paster@lacity.org>

Cc: Rick Scott <Rick.Scott@lacity.org>

My e-files are organized to the hilt, but I keep as little paper as possible and my filing of what I have isn't great. I did locate the agreement, but it's a 1/2-inch thick document and I don't have a high-volume scanner, so it would take me the better part of an hour to scan it a page at a time and reassemble it into one PDF. May I drop it off to you and entrust you with my copy? I should be able to drop it off on either Thursday or Friday and will ask staff to leave it on your chair if you're not in.

The state contact I met with is Craig Sap. He was our contact effective Jan 2015 (when we met to discuss). CD11 facilitated (Debbie Dyner-Harris.)

[Craig Sap](#)

[District Superintendent](#)

[Angeles District](#)

[1925 Las Virgenes](#)

[Calabasas, CA. 91302](#)

[\(818\) 880-0396](#)

[\(818\) 880-0359 FAX](#)

[craig.sap@parks.ca.gov](mailto:craig.sap@parks.ca.gov)

Also, I am attaching a map that was given to me by Norman Kulla (former? senior counsel to Mike Bonin.) I don't see Norman on the current staff roster, so he may have moved on. The attached map shows City, state and County ownership along OFW. It was given to him by Randy Price at BOE Mapping & Land Records Division. Looks like it was prepared in late 2014, probably to help CD11 with some issues related to ownership. It looks very accurate to me, although I have not double-checked it against the database. The two things that stood out to me are potentially confusing when I looked at it are: 1) the easternmost County parcel shown is not within the BID, and 2) the other County parcel is actually Metro. Otherwise, I think it's self-explanatory and might be helpful.

Thank you for following up on this!



**Map of government-owned parcels along OFW.pdf**  
9601K

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Miranda Paster <miranda.paster@lacity.org>

Wed, Apr 27, 2016 at 3:22 PM

To: Tara Devine <tara@devine-strategies.com>

Yes. Our copier is fast. We can copy it and give it back to you.

[Quoted text hidden]

—  
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**Tara Devine** <tara@devine-strategies.com>

Wed, Apr 27, 2016 at 4:10 PM

To: Miranda Paster <miranda.paster@lacity.org>

Thanks. My large print jobs are really limited/seasonal, so I just take them to Staples/FedEx rather than buy, house and maintain a heavy-duty printer. I try to run a paper-free operation as much as possible. 5 years in business and only one 2-drawer filing cabinet. And half of that is tax stuff!

[Quoted text hidden]





Miranda Paster <miranda.paster@lacity.org>

## BID monies in the UB

4 messages

Laura McLennan <laura.mclennan@lacity.org>

Wed, Apr 20, 2016 at 12:42 PM

To: Miranda Paster <miranda.paster@lacity.org>, Holly Wolcott <holly.wolcott@lacity.org>

Hi Holly!

I am hoping that \$491,436 in the UB is for my Venice Beach/Ocean Front Walk BID that is coming online later this year or early next.

Pls let me know.

Thx

~LM



**Laura McLennan**

*Deputy Chief of Staff*

Councilmember Mike Bonin

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Miranda Paster <miranda.paster@lacity.org>

Wed, Apr 20, 2016 at 12:53 PM

To: Laura McLennan <laura.mclennan@lacity.org>

Cc: Holly Wolcott <holly.wolcott@lacity.org>

Hi Laura.

I spoke to Karen Kalfayan and mentioned that we still needed the Venice funds in the UB. I hope that the UB has taken Venice into account. The BID Analyst OK'd the consultant to go out to petition a few Friday's ago. However, we haven't heard from the consultant. The matter needs to be completely approved by Council before 7/15/16 in order to make the property tax rolls.

Thank you.

[Quoted text hidden]

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Holly Wolcott <holly.wolcott@lacity.org>

Wed, Apr 20, 2016 at 1:04 PM



To: Laura McLennan <laura.mclennan@lacity.org>, Miranda Paster <miranda.paster@lacity.org>

----- Forwarded message -----

From: "Ruben Viramontes" <ruben.viramontes@lacity.org>

Date: Apr 20, 2016 12:51 PM

Subject: Re: BID monies in the UB

To: "Holly Wolcott" <holly.wolcott@lacity.org>

Cc: "Shannon Hoppes" <shannon.hoppes@lacity.org>, "John Chavez" <john.chavez@lacity.org>

Holly,

The \$491,436 in the UB consists of \$473,836 for Venice and \$17,600 for Lincoln Village.

**Ruben Viramontes**  
**Administrative Services**  
**Office of the City Clerk**  
**Tel.** (213) 978-1083  
**Fax** (213) 978-1089



On Wed, Apr 20, 2016 at 12:48 PM, Holly Wolcott <holly.wolcott@lacity.org> wrote:  
[Quoted text hidden]

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**Laura McLennan** <laura.mclennan@lacity.org>  
To: Holly Wolcott <holly.wolcott@lacity.org>  
Cc: Miranda Paster <miranda.paster@lacity.org>

Wed, Apr 20, 2016 at 1:23 PM

Thanks!

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

## Venice BID

4 messages

Laura McLennan <laura.mclennan@lacity.org>

Wed, Feb 24, 2016 at 10:19 AM

To: Miranda Paster <miranda.paster@lacity.org>

Hi Miranda,  
Hope you are well.

What's the status of this BID, as far as money purposes?

As you know we had money set aside in the UB and I need to keep it there for next Fiscal Year, so I need to know how much.

Thx!



**Laura McLennan**

*Deputy Chief of Staff*  
Councilmember Mike Bonin  
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Miranda Paster <miranda.paster@lacity.org>

Wed, Feb 24, 2016 at 10:32 AM

To: Laura McLennan <laura.mclennan@lacity.org>

Good Morning Laura.

This BID opted to hire their own consultant. They did not go through the RFP process. Yesterday, we received an email from Tara indicating that she got the BID proponents to agree with a 1/1/17 start date.

Yes, please keep the money in the UB for the next fiscal year. Based on the 3rd draft of the Management District Plan (1/19/16), the amount needed is **\$445,361**. We don't have a final draft yet. Tara indicated that we should get the next draft within 2 days. The amount may change.

Thank you.

[Quoted text hidden]

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**Laura McLennan** <laura.mclennan@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Wed, Feb 24, 2016 at 10:54 AM

ok, good

so, even if that \$445K figure changes, it won't be that much different, right? maybe a few thousand....  
but in the UB we had set aside \$642K so we still wouldn't need that much.

[Quoted text hidden]

---

**Miranda Paster** <miranda.paster@lacity.org>  
To: Laura McLennan <laura.mclennan@lacity.org>

Wed, Feb 24, 2016 at 11:04 AM

I don't believe that the figure will change that much. However, I don't have control over it. I would suggest indicating \$500,000 to be sure. We don't need the full \$642K.

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

## Palisades BID

3 messages

Laura McLennan <laura.mclennan@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Wed, Jan 20, 2016 at 3:03 PM

Hi!

Happy new year.

So, if we wanted to give them some money...  
we can, right?

are there any restrictions?

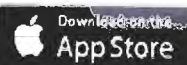


**Laura McLennan**  
*Deputy Chief of Staff*  
Councilmember Mike Bonin  
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Miranda Paster <miranda.paster@lacity.org>  
To: Laura McLennan <laura.mclennan@lacity.org>

Thu, Jan 21, 2016 at 7:59 AM

Hi and Happy New Year Laura.

The Council Office can give money. The City Clerk can not.

Restrictions: No more than usual (e.g., GCP, or other fund that your office controls.

Thanks.

[Quoted text hidden]

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Laura McLennan <laura.mclennan@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Fri, Jan 22, 2016 at 9:16 AM

thanks!

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

## BID question

6 messages

Laura McLennan <laura.mclennan@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Dec 15, 2015 at 10:47 AM

Hi Miranda,

Pls see attached letter to my boss about the Pacific Palisades BID.

It mentions that we used to give \$40,000 from the BID trust fund to all BIDs being formed....  
I think that is correct.  
Seems to ring a bell.

When did that stop?

And, can you check for me if CD11 has ever given it's discretionary money to a CD11 BID being formed?

I want to say that we did for Westchester.... can you verify for me?

Thanks!  
~LM

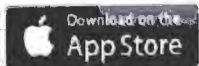


**Laura McLennan**  
*Deputy Chief of Staff*  
Councilmember Mike Bonin  
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**Mike Bonin Formation Cost Ltr 12-2015 .pdf**  
390K

Miranda Paster <miranda.paster@lacity.org>  
To: Laura McLennan <laura.mclennan@lacity.org>  
Bcc: "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Tue, Dec 15, 2015 at 3:12 PM



Good Morning Laura.

We establish an \$80,000 RFP/contract with \$40,000 from the BID Trust Fund, as funds are made available, when the BID proponents go through the City process according to the BID Policy and contracting standards. This process includes the following: the Council introduces a Motion requesting the City Clerk to provide \$40,000 and accept \$40,000 from the BID proponents. The the City Clerk releases a RFP for \$80,000 (pursuant to competitive bidding) to the list of responsible contractors; the BID proponents w/ the City Clerk interview all of the responding responsible bidders and select a contractor; the City Clerk executes a contract with the selected contractor; as each task is completed, the City Clerk pays 85% of the amt of the corresponding task until the contract is completed; then the contractor is paid completely.

Unfortunately, the proponents for Pacific Palisades opted not to comply or participate in this process - the City's contracting process and BID Policy. They opted to select and pay for its own contractor in the amount of \$21,000 and paid their Engineer \$4,000 (per Steve Gibson of Urban Place Consulting). If I recall, the BID proponents chose this option due to time concerns.

We do not provide funds to BIDs or BID proponents, other than assessment funds collected on a BIDs behalf.

As far as your office providing funds to a BID, I don't recall any. I know that Cclmbr Perry provided \$40,000 for the Central Ave BID (they went through the process). I don't show that CD 11 provided funds for the creation of the Westchester BID (I looked on Council file Management System). Some Cclmbrs will provide funds for the BID for a specific community purpose (farmer's market or sign). CD 12 provided AB 1290 funds funds for a proposed BID on Reseda Blvd.

Thank you.

[Quoted text hidden]

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**Laura McLennan** <laura.mclennan@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Dec 15, 2015 at 3:23 PM

Thanks!

So, if I wanted to, I could allocate funds from my discretionary accounts?

But there is no way they could now get some money from the BID Trust Fund, correct?

[Quoted text hidden]

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**Miranda Paster** <miranda.paster@lacity.org>  
To: Laura McLennan <laura.mclennan@lacity.org>

Tue, Dec 15, 2015 at 3:31 PM

On Tue, Dec 15, 2015 at 3:23 PM, Laura McLennan <laura.mclennan@lacity.org> wrote:

Thanks!

So, if I wanted to, I could allocate funds from my discretionary accounts? *You will have to check w/ your fiscal Analyst. I would say yes.*

But there is no way they could now get some money from the BID Trust Fund, correct? *Not from the BID Trust fund. The only funds that we pay out to a BID is for City property assessments and General Benefits.*

[Quoted text hidden]

[Quoted text hidden]

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**Laura McLennan** <laura.mclennan@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Dec 15, 2015 at 4:28 PM

Last question, when Palisades was forming their BID, was the trust fund operational and they could have gone this route?

When was this process established?

It seems, in reading the letter, that this option was not available to them.

[Quoted text hidden]

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**Miranda Paster** <miranda.paster@lacity.org>

Tue, Dec 15, 2015 at 4:37 PM

To: Laura McLennan <laura.mclennan@lacity.org>

Yes. They could have gone this route. This process has been in place since I started in 2005. I don't know when it started.

I agree that the gentleman's letter seems to indicate that it wasn't available. However, it was. As I mentioned, they opted to go a different route. Just like Venice Beach. The proposed Venice Beach BID proponents opted to not to go through the process and hired Tara Devine. They wanted to speed up the process. I went out to speak on Venice Beach (Bonin was there). Rick Scott went out on Pacific Palisades.

[Quoted text hidden]

**Pacific Palisades Business Improvement District**  
**15233 La Cruz Drive**  
**Pacific Palisades, CA 90272**

Councilman Mike Bonin via E-mail [mike.bonin@lacity.org](mailto:mike.bonin@lacity.org)

Deputy Chief of Staff Laura McLennan via E-mail [laura.mclennan@lacity.org](mailto:laura.mclennan@lacity.org)

Dear Mike and Laura

As you know, we have been successful in creating a Business Improvement District in Pacific Palisades. Previously, the City used to contribute \$40,000 to each proposed BID to hire a consultant and go through the process to be approved by the property owners. It did not matter if they were successful or not. Since this was not the case at the time we were forming, we were forced to borrow money from property owners, civic organization and business owners in the community. Many people stepped up to the challenge, realizing the long term benefits to our community. With those funds, we were able to hire a consultant and get through the BID process. It took much elbow grease and good will on the part of many. Most are looking for their loans to be returned within the first 2 years of the BID. This formation cost will divert over 20% of our annual budget to pay this back. This is a huge burden and will limit services we can provide during the payback period.

As we stated when we met with Mike earlier this year, we would like to ask for your help in recuperating as much of that money as we can. This will allow for higher visibility of the BID and greater achievements as we move forward. We have spoken to other new BIDs, and they were able to secure money from their Council offices. Keep in mind the BID will help take care of City services that are not being provided to the communities, due to City budget issues. In the long run, our services are cost saving efforts for the City. We strive to make sure that our commercial areas thrive which benefits the City through increased Sales Tax revenues.

We would very much appreciate your help on this. Please consider contributing the \$30,000 to offset our formation cost. Feel free to contact me or Laurie Sale, our Executive Director, so that we this can be expedited. Our BID officially begins in January, 2016.

Thanks for your attention to this matter and Merry Christmas and happy New Year.

All the best,



Elliot S. Zorensky, Chair, Pacific Palisades BID

Esz/ls

cc: Laurie Sale via E-mail to [Laurie@Palisadesbid.org](mailto:Laurie@Palisadesbid.org)  
Sharon Shapiro via E-mail to [sharon.shapiro@lacity.org](mailto:sharon.shapiro@lacity.org)



Miranda Paster <miranda.paster@lacity.org>

## Venice BID

5 messages

Debbie DynerHarris <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Thu, Dec 3, 2015 at 3:28 PM

Hi Miranda, how are you? I hope all is well. I am checking on something we had discussed a while ago, but I can't find in my notes. I wanted to confirm whether or not the City, as 1/3 paying member of the BID, is allowed to be a voting member on the BID board. I seem to recall you saying that we cannot, but wanted to confirm.

Thanks so much,  
Debbie



**Debbie Dyner Harris**  
*District Director*  
Councilmember Mike Bonin  
City of Los Angeles  
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Miranda Paster <miranda.paster@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Mon, Dec 7, 2015 at 10:41 AM

Good Morning Debbie.

We opt out of sitting on the Board because it may appear to be a conflict of interest. We can sign the petition for a BID and we cast a ballot for the Prop 218 balloting. However, we do not sit on the the boards and vote.

Thanks.

[Quoted text hidden]

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Debbie DynerHarris <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Mon, Dec 7, 2015 at 11:06 AM

Thanks for the information. but given that we'll be a 1/3 member (which I presume is extremely unusual), wouldn't it make sense to reconsider that for just this instance? I presume we'd have to get City Attorney clearance on that one?

Debbie

[Quoted text hidden]

---

**Miranda Paster** <miranda.paster@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Tue, Dec 8, 2015 at 9:36 AM

Good Morning Debbie.

I asked. City Atty indicated Conflict of Interest.

Thanks.

[Quoted text hidden]

---

**Debbie DynerHarris** <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Dec 8, 2015 at 9:51 AM

thanks, I appreciate it,  
Debbie

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

## Venice BID- \$642,851

5 messages

Debbie DyerHarris <debbie.dyerharris@lacity.org>

Tue, Apr 28, 2015 at 11:03 AM

To: Miranda Paster <miranda.paster@lacity.org>

Hi Miranda, I hope you are doing well. We see that the City Clerk presents her budget shortly, and it is possible that the Councilmember may not be there on the day she does. What do you recommend we do behind the scenes on this one? (whether he is there or not, really)

Laura tells me that we they probably won't discuss the UB until Monday, May 4th, but we want to be proactive.

--

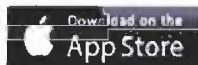


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\*\*\*\*\*

Miranda Paster <miranda.paster@lacity.org>

Tue, Apr 28, 2015 at 12:13 PM

To: Debbie DyerHarris <debbie.dyerharris@lacity.org>

Bcc: "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Hi Debbie.

At this point, we are not far enough along to recommend the allocation from the UB. If you recall in our discussions, I indicated that if we had the Management District Plan/Engineer's Report and were in the petition phase, your office should request the allocation. However, we have not received the MDP/ER yet to review. If we receive a plan during the budget hearings that looks good, I will let you know.



I would appreciate continuing support for the BID program staying at City Clerk (for the next fiscal year) and the continuing funding of the BID staff. The budget should recommend support for regularization of our Accounting Clerk and Management Analyst II positions. In addition, we have a legal report that will be considered by the Economic Development Committee - Please support us on these items.

Thank you very much..

[Quoted text hidden]

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**Debbie DynerHarris** <debbie.dynerharris@lacity.org>

Tue, Apr 28, 2015 at 9:50 PM

To: Miranda Paster <miranda.paster@lacity.org>

Hi Miranda, I will convey your requests to the Councilmember. In terms of the UB allocation, we are just waiting then? we don't need to explain to anyone in the meantime why this number is so big?

[Quoted text hidden]

---

**Miranda Paster** <miranda.paster@lacity.org>

Wed, Apr 29, 2015 at 7:42 AM

To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

In my opinion, if it is not brought up, I wouldn't bring it up. It is easily explained by the amount of square footage and number of the City parcels in the proposed district.

[Quoted text hidden]

---

**Debbie DynerHarris** <debbie.dynerharris@lacity.org>

Wed, Apr 29, 2015 at 7:58 AM

To: Miranda Paster <miranda.paster@lacity.org>

Got it, thanks

Sent from my samsung cell phone. please excuse any tpyos.

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

---

## tomorrow

4 messages

---

Debbie DynerHarris <debbie.dynerharris@lacity.org>

Mon, Jan 12, 2015 at 11:07 AM

To: Miranda Paster <miranda.paster@lacity.org>

Hi, my schedule is a bit changed for tomorrow so I can meet earlier, any time until 2:30. Would that work for you?

--

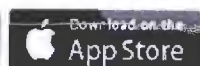


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---

Miranda Paster <miranda.paster@lacity.org>

Mon, Jan 12, 2015 at 11:10 AM

To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Hi Debbie.

How about 1 pm?

Thanks.

[Quoted text hidden]

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Debbie DynerHarris <debbie.dynerharris@lacity.org>

Mon, Jan 12, 2015 at 1:13 PM

To: Miranda Paster <miranda.paster@lacity.org>

that sounds great. remind me which room you are in ?

Debbie

[Quoted text hidden]

---

Miranda Paster <miranda.paster@lacity.org>

Mon, Jan 12, 2015 at 2:31 PM

To: Debbie DynerHarris <[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)>

I am in room 226.

Thanks.

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

## Venice BID

7 messages

Debbie DynerHarris <debbie.dynerharris@lacity.org>

Wed, Jan 7, 2015 at 3:55 PM

To: Miranda Paster <miranda.paster@lacity.org>

Hi Miranda, happy new year. Now that we have moved into the realm of reality with the Venice BID, I'd like to sit down with you for a bit to discuss some of the details the Councilmember has questions about.

Do you have some time next week, on either Tuesday or Friday?

Thanks a lot

Debbie

--



**Debbie Dyner Harris**

*District Director*

Councilmember Mike Bonin

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Miranda Paster <miranda.paster@lacity.org>

Wed, Jan 7, 2015 at 4:07 PM

To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Hello.

I am available on Tuesday. Friday is my RDO.

[Quoted text hidden]

--

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Debbie DynerHarris <debbie.dynerharris@lacity.org>

Wed, Jan 7, 2015 at 5:32 PM

To: Miranda Paster <miranda.paster@lacity.org>

that's good, is 4:30 okay? I can come to your office again.

Debbie

[Quoted text hidden]

**Miranda Paster** <miranda.paster@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Thu, Jan 8, 2015 at 7:20 AM

4:00 pm is better. School starts back next week and I leave at 4:30 to pick up my son.  
[Quoted text hidden]

**Debbie DynerHarris** <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Thu, Jan 8, 2015 at 5:41 PM

i have a meeting that is supposed to end at 4:15. can i come by afterwards, or should we find another time that day? would the morning work?  
[Quoted text hidden]

**Miranda Paster** <miranda.paster@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Fri, Jan 9, 2015 at 7:22 AM

4:30 will work. I will ask my son to take the DASH to me.

Thanks.  
[Quoted text hidden]

**Debbie DynerHarris** <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Fri, Jan 9, 2015 at 10:18 PM

Thank you!

Sent from my samsung cell phone. please excuse any tpyos.

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

---

## Fwd: Venice Beach BID

5 messages

---

**Debbie DynerHarris** <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Sep 23, 2014 at 10:01 AM

Hi Mirada, the Venice Beach community has hired Tara Devine and is moving forward. Finally! They'd like to meet with both you and me asap to go over questions (please see below). Do you have time on Wednesday, October 1 to meet? approx. 10am? they'd like to do it in Venice, but I have a feeling if you can't make it we can either conference call you in or maybe they'd want to go downtown. Would Friday the 3rd in the early afternoon work for you if the 1st doesn't?

Thanks,  
Debbie

----- Forwarded message -----

From: **Mark Sokol** <mark@mphotel.com>

Date: Mon, Sep 22, 2014 at 10:29 PM

Subject: RE: Venice Beach BID

To: Tara Devine <tara@devine-strategies.com>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Steve Heumann <sheumann@sidewalkent.com>, Carl Lambert <carl@lambertinc.com>

Hi All,

I propose the following, hopefully one or both of these will work and we can set this up.

Tuesday Sept. 30<sup>th</sup> at 1 pm

Wednesday October 1 at 10:00 am

Please let us know if one or both work. I am glad to host at the Erwin and also willing to meet at CD 11 West LA office on Corinth or Westchester, whatever is most convenient.

Debbie, will you contact Miranda Paster to help coordinate her attendance?

Thanks,

Mark



**From:** Tara Devine [mailto:[tara@devine-strategies.com](mailto:tara@devine-strategies.com)]  
**Sent:** Monday, September 22, 2014 8:12 PM  
**To:** Debbie DyerHarris  
**Cc:** Mark Sokol; Steve Heumann  
**Subject:** Re: Venice Beach BID

Thank you! I am pleased to be selected, and excited to work with a great group of owners.

First, to answer the CM's question...I won't speak for Miranda or what timetable she may have discussed with the group, but we're operating under the assumption that we would start services on 1/1/17, although everyone would love to start sooner if that proves feasible. We are on a healthy timetable (with a decent margin for unforeseeable delays) for that date. To start services on 1/1/16, we should already have submitted our MDP and ER to the City Clerk last month. We are anywhere from 4-8 months away from being able to do that, with 5-6 seeming likely based on my experience. If all goes smoothly (something I wouldn't count on in this particularly complex community!) in theory, we might be able to launch BID services circa midyear - 7/1/16. The City of LA prefers to/traditionally has approved BIDs on a calendar year basis. So a question for the Clerk (and City Attorney) would be if they would support/process a mid-year start IF we are able to accelerate our end as much as possible to try to achieve that. I do think we will need to table this question, however, until after we meet and discuss CD11's ideas about community outreach (property owners and beyond), as well as some other issues we anticipate in forming a Venice BID (see below.)

Our initial meeting today was to discuss "first blush" boundaries and potential Steering Committee membership - not for final decisions, but solely with an eye to determine if/how much more property owner outreach might be needed before forming the Steering Committee. We identified a few gaps we want to close (primarily outreach to additional owners around 3rd Avenue light industrial area, and possible outreach to some owners on Washington.)

One of the take-away assignments from our meeting today is to request a meeting with you ASAP. The meeting would include 2-3 property owners from Venice and myself. We would also request the inclusion of Miranda Paster and any staff she sees fit. We'd love to have the City Attorney staff present, but in recent years they have articulated that the City (Clerk) is their client and they do not wish to provide BIDs or proponent groups with direct advice. We'd like to run past all of you a small laundry list of potential issues (some particularly unique to Venice, and/or known BID issues that are more acute in Venice than other BIDs,) as well as the property owners' initial thoughts on both boundaries and Steering Committee representation.

I have already sent my availability to Mark; he will coordinate my availability with their schedules and send you our collective availability for such a meeting ASAP. I will put together a list of issues/questions that we have and forward those to you and Miranda (and the owners) later this week. This can guide our discussion for the requested meeting, and may allow you to think through some of these issues prior to the meeting. I suspect our meeting will require 60-90 minutes depending on discussion.

Mark/Steve - would you be so kind as to forward this email and my last to Carl, and cc. me so that I have his email address for future reference? Thank you!

Warmest regards,

**TARA DEVINE**

**DEVINE STRATEGIES**

645 West Ninth Street, #110-293

Los Angeles, CA 90015  
[310.430.5121](tel:310.430.5121)

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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On Mon, Sep 22, 2014 at 2:05 PM, Debbie DynerHarris <[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)> wrote:

Hi Tara, I heard that the future BID leadership hired you. Congratulations! I think you have a first meeting today, which I am thrilled about. I can't wait to hear how it goes. The Councilmember was curious if you had a general idea on timing. Specifically, he wants to know how soon this could go to a vote, and what is the earliest they could start spending money. We, like the potential members, are very eager for this to happen. Miranda Paster had seemed confident that if all went quickly and smoothly, they could be able to start spending money by either January 2016 or July 2016. That may have been too soon, but the Councilmember is quite eager.

Thanks a lot,

Debbie

--



**Debbie Dyner Harris**  
*District Director*  
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**Miranda Paster** <miranda.paster@lacity.org>  
To: Debbie DyerHarris <debbie.dyerharris@lacity.org>

Tue, Sep 30, 2014 at 8:17 AM

Hi Debbie.

I can meet tomorrow morning or today. I have a meeting at 1 pm on Wednesday at City Hall.

Thanks.

[Quoted text hidden]

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**Debbie DyerHarris** <debbie.dyerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Sep 30, 2014 at 5:00 PM

this is the location for tomorrow's meeting. If you can't make it we'll call you at [213-978-1111](tel:213-978-1111).

Hotel Erwin, 1697 Pacific Ave, Venice Beach, CA 90291

and they will validate parking

----- Forwarded message -----

From: **Mark Sokol** <mark@mphotel.com>

Date: Tue, Sep 30, 2014 at 3:09 PM

Subject: RE: Venice Beach BID

To: Debbie DyerHarris <debbie.dyerharris@lacity.org>, Tara Devine <tara@devine-strategies.com>

Cc: Carl Lambert <carl@lambertinc.com>, sheumann <sheumann@sidewalkent.com>

The meeting is confirmed for 10 am, Wednesday Oct. 1<sup>st</sup> at Hotel Erwin.

We'll meet in Larry's Loft on the 5 th floor.

Looking forward,

Mark



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*District Director*  
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**Miranda Paster** <miranda.paster@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Tue, Sep 30, 2014 at 5:12 PM

Thank you Debbie. I will try to make it in person. Otherwise, I will wait for the call.

[Quoted text hidden]

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**Debbie DynerHarris** <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Sep 30, 2014 at 5:15 PM

great thanks

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

---

## Fwd: FW: Venice Boardwalk BID - promising lead to move us forward

2 messages

---

Debbie DynersHarris <debbie.dynersHarris@lacity.org>

Thu, Aug 21, 2014 at 1:38 PM

To: Miranda Paster <miranda.paster@lacity.org>

Hi Miranda, do you have any experience with this BID consultant?  
Thanks,  
Debbie

----- Forwarded message -----

From: **Mark Sokol** <mark@mphotel.com>

Date: Wed, Aug 20, 2014 at 5:41 PM

Subject: FW: Venice Boardwalk BID - promising lead to move us forward

To: Debbie DynersHarris <debbie.dynersHarris@lacity.org>

Cc: mike bonin <mike.bonin@lacity.org>, Carl Lambert <carl@lambertinc.com>

Debbie,

Hope you're well.

As I told Mike today, I believe I have found a very promising consultant candidate to move the BID forward. I discussed the BID at length with Tara Devine yesterday. My next step is to check attached references and perhaps you or your city contacts have worked with Tara as well.

Please see the attached.

Would like to have a conversation with you before the week's over if you're able.

Full speed ahead.

Mark Sokol

310.396-8464 Dir



**From:** Tara Devine [mailto:tara@devine-strategies.com]

**Sent:** Wednesday, August 20, 2014 1:20 PM

**To:** Mark Sokol

**Subject:** Venice Boardwalk BID - requested information

Mark -

It was a pleasure to learn about the growing support to form a BID in your area. I have worked with BIDs from every angle over the past 15 years - as a BID liaison for various elected officials, as a BID director, and as a consultant who forms, renews and provides management consulting services to them. Needless to say, I'm a huge fan of the amazing work they can do if formed thoughtfully and run well.

---

Attached are some materials from the consultant(s) that may interest you.

## 2. My availability

Tu 9/2 - 11-3 or after 6

W 9/3 - open all day and evening

Th 9/4 -after 2 PM

F 9/5 -after 12

M 9/8 - open all day and evening

Evening meetings are equally amenable to me if preferable to the group. FYI, I will be in Seattle and Portland for a mix of business and personal travel from 9/9-9/19. I can furnish additional availability beginning on 9/20 upon request.

## 3. Resume, Bio and References

- attachments 1, 2 & 3

I have selected those references most current and most relevant to the BID consulting work I do, but am happy to provide other references (e.g. City of LA, other non-BID clients, etc.) I have excellent contacts in the City, from elected officials/staff to City departments (including the City Clerk, which provides BID oversight.)

## 4. Overview of BID Formation/Major Tasks

- attachment 4

This is a general "road map" of the major consulting activities I would perform during BID formation. Every BID formation effort is a bit different, and must be adapted to the specific characteristics of the proposed BID area and the needs of its property owners. Some tasks are a bit fluid and the order is fungible (some can occur concurrently; some are sequential); most steps are either mandated by the approval process or functionally required.

Other notes: As discussed over the phone, I tend to structure my consulting agreements a bit differently than other consultants. In order to give my clients maximum control over the process and the expenditure of funds (and to emphasize that key decisions must be made at the end of Phase I, including an evaluation of consultant performance), I typically execute a master agreement for consulting services that contains all general terms, but then develop two scopes of work - one scope for Phase I (approximately 35% of the work) and, then, if the group decides to continue with formation, we execute a second scope for Phase II (approximately 65% of the work.) I include a 10-day termination provision in my agreements, but will also pause or discontinue work at any time if requested in writing (email is fine.) I carry both general liability and E&O insurance, and hold a City of Los Angeles business license.



Thank you - I look forward to meeting you and your peers.

Warmest regards,

**TARA DEVINE**

**DEVINE STRATEGIES**

645 West Ninth Street, #110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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**4 attachments**

 **RESUME.pdf**  
187K

 **BIO.pdf**  
64K

 **REFERENCES - VENICE.pdf**  
197K

 **Consultant Formation Tasks.pdf**  
146K

Yes. Call me, please

[Quoted text hidden]

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Miranda Paster <miranda.paster@lacity.org>

## Venice BID

2 messages

Debbie DynerHarris <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Mon, Jun 16, 2014 at 8:45 PM

Hi Miranda. I have been looking at the list of what the City pays into the various BIDs out there, and it ranges from a little to a whole heck of a lot. Clearly, if the City participates in the Venice Ocean Front Walk BID this would be one of the biggest participation amounts. The other large ones seemed to be a bit different, whether it is the size and number of participants, or because a proprietary department like the port was involved. given that this will not have the sheer numbers of a Hollywood BID or the participation of a proprietary department, can we be sure that the City Council will support it?

Thanks,  
Debbie



**Debbie Dyner Harris**  
*District Director*  
Councilmember Mike Bonin  
City of Los Angeles  
310-575-8461 | [www.11thdistrict.com](http://www.11thdistrict.com)



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Miranda Paster <miranda.paster@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Tue, Jun 17, 2014 at 11:00 AM

Hello Debbie.

Please call me to discuss the matter.

Thanks.  
[Quoted text hidden]

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)



Miranda Paster <miranda.paster@lacity.org>

---

## RE: Ocean Front Walk BID Signed petitions.

3 messages

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**Carl Lambert** <carl@lambertinc.com>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>  
Cc: Miranda Paster <miranda.paster@lacity.org>

Wed, Jun 11, 2014 at 4:24 PM

Here are few more. Did you both get the 20 that I sent yesterday? Carl

Carl J. Lambert

President

Lambert Investments, Inc.

5 Westminster Avenue, Suite 118

Venice, California 90291

(310) 453-9656

Fax (310) 829-6288

Cell (310) 663-6030

Carl@Lambertinc.com

BRE 00860625

**From:** Debbie DynerHarris [mailto:[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)]  
**Sent:** Wednesday, June 11, 2014 4:13 PM  
**To:** Carl Lambert  
**Subject:** Re: Ocean Front Walk BID Signed petitions.

quite impressive, though not a surprise

On Wed, Jun 11, 2014 at 3:47 PM, Carl Lambert <[carl@lambertinc.com](mailto:carl@lambertinc.com)> wrote:

We have over 50 properties that have signed up. Not bad for 48 hours...

**From:** Debbie DynerHarris [mailto:[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)]  
**Sent:** Wednesday, June 11, 2014 3:33 PM

To: Carl Lambert

Cc: Mark Sokol; Chad Molnar; Cecilia Castillo; mark grant; Clabe Hartley; [ann@generalrealestate.net](mailto:ann@generalrealestate.net); [sheumann@sidewalkent.com](mailto:sheumann@sidewalkent.com); [jgoodfader@sidewalkent.com](mailto:jgoodfader@sidewalkent.com); [dansinvenice@aol.com](mailto:dansinvenice@aol.com); Bryan Dror; [ksbriski@aol.com](mailto:ksbriski@aol.com); Jack V. Hoffmann; Mr. Albert Elzas; Anthony O'Carroll; BRIAN JOHNSON; [jweinstein@nsbinc.com](mailto:jweinstein@nsbinc.com); Erwin Sokol; HEIDI ROBERTS; Sris Sinnathamby; Brad Neal; Tony Bill; Scott Spector; bunge, Jose ([bungejose@yahoo.com](mailto:bungejose@yahoo.com)); Ottonel Popesco ([ottonel.popesco@gmail.com](mailto:ottonel.popesco@gmail.com)); [georgeb@anotek.com](mailto:georgeb@anotek.com); Jeff Harris; Brian Dror; Alexandria; Rick Macaya ([rickmacaya@westcapinc.com](mailto:rickmacaya@westcapinc.com)); Robert Seaver ([manager@venicesuites.com](mailto:manager@venicesuites.com)); Newhouse, Michael R.; Donna Lasman ([donnalasman@sbcglobal.net](mailto:donnalasman@sbcglobal.net)); Catherine Chevalier ([catherine@notmaurice.com](mailto:catherine@notmaurice.com)); VeniceAleHouse ([tom@venicealehouse.com](mailto:tom@venicealehouse.com)); The AK Hotel Team; Lance Robbins; David Fradin; Laurie Holyoake; Alex

Subject: Re: Ocean Front Walk BID Signed petitions.

That is fantastic! I will send this on to Miranda right away,

Debbie

On Wed, Jun 11, 2014 at 3:20 PM, Carl Lambert <[carl@lambertinc.com](mailto:carl@lambertinc.com)> wrote:

Everyone, we have a majority of owners in favor of a BID. Thanks for everyone's prompt response. The attached petitions comprise about 30 lots. Some are entire blocks. We are now ready for the next step. Thanks, Carl

Please sign and return the attached petition in support of the bid. Please get another signature or two. If you have any questions, please give me a call or send me an email. A scan or fax is fine. Thanks for everyone's support.

Carl

Carl J. Lambert

Attorney At Law

[Carl@Lambertinc.com](mailto:Carl@Lambertinc.com)

2 Breeze Avenue, Suite 101

Venice, California 90291

(310) 453-6030 FAX (310) 829-6288

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**From:** Donald Duckworth [<mailto:duckworth.donald@gmail.com>]  
**Sent:** Tuesday, June 10, 2014 1:09 AM  
**To:** Debbie DynerHarris  
**Cc:** Carl Lambert; Mike Bonin; Miranda Paster  
**Subject:** Re: Ocean Front Walk BID

It was my pleasure Debbie. I am a big Mike Bonin supporter and believe that the BID vehicle offers him a great path to progress in CD11. A "Venice Boardwalk BID" is way past due and offers promise for all. I'm happy to help in any way that I can.

Attached is the informal petition form I agreed to draft for Carl and the other stakeholders present. If five (5) proponents copy this form and get 10 business / property owner signatures each, that would be 50 signatures, which would surely impress Miranda Paster and the City of the seriousness of the Venice BID formation effort.

Let me know as I can assist further.

On Mon, Jun 9, 2014 at 5:16 PM, Debbie DynerHarris <[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)> wrote:

Hi Don. Thanks so much for coming out this morning. Mike and I greatly appreciate your time and energy. I think there is some actual movement forward!

Debbie

On Fri, Jun 6, 2014 at 10:57 PM, Debbie DynerHarris <[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)> wrote:

that's great, thanks. Mike will be thrilled. have a great weekend,

Debbie

On Fri, Jun 6, 2014 at 10:47 PM, Donald Duckworth <[duckworth.donald@gmail.com](mailto:duckworth.donald@gmail.com)> wrote:

Thanks Debbie. I'll be there for you guys. I'm out of town this weekend so couldn't respond quickly.

On Jun 6, 2014 6:16 PM, "Debbie DynerHarris" <[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)> wrote:

Hi Don, I haven't heard back from you and wondered if you'll be able to join us on Monday morning?

Thanks,

Debbie

On Thu, Jun 5, 2014 at 9:31 AM, Debbie DynerHarris <[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)> wrote:

Hi Don. I hope all is well. The Councilmember is hosting several property owners and business owners along Ocean Front Walk in Venice at a meeting this Monday, June 9, to discuss creating a BID. He was wondering if you'd be able to attend, to help answer any questions on the creation and operation of a BID, and providing your insight. We will be joined by Miranda Paster of the City Clerk's office, as well as the founding director and the current president of Central City East's BID.

I am sorry for the late notice, we've been trying to develop our agenda. It will be held this Monday, June 9, at 9:45am in our Westchester community room. I hope you can make it!

Thanks,

Debbie



**Debbie Dyner Harris**

*District Director*

Councilmember Mike Bonin

City of Los Angeles

310-575-8461 | [www.11thdistrict.com](http://www.11thdistrict.com)



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**Debbie Dyner Harris**

*District Director*

Councilmember Mike Bonin

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**Debbie Dyner Harris**  
*District Director*



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**carl@lambertinc.com\_20140611\_170333.pdf**  
470K

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**Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>  
To: Carl Lambert <[carl@lambertinc.com](mailto:carl@lambertinc.com)>  
Cc: Debbie DynerHarris <[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)>

Wed, Jun 11, 2014 at 4:32 PM

Hello Carl.

I received them yesterday. Please ensure that you work with the Ccl office on your intentions, motion and funding. I will provide the office with the language for the motion after I learn of your intentions (Ocean front walk funding the full amount, or funding \$40,000 with \$40,000 from BID Program, or \$40,000 from CD 11).

Thank you.

[Quoted text hidden]

Counting my blessings - Sing and be Happy Today!

[http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

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**Debbie DynerHarris** <[debbie.dynerharris@lacity.org](mailto:debbie.dynerharris@lacity.org)>  
To: Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>  
Cc: Carl Lambert <[carl@lambertinc.com](mailto:carl@lambertinc.com)>

Thu, Jun 12, 2014 at 1:43 PM

Carl, I am happy to meet with you and/or the others to discuss the funding issues as soon as you can. But please know that the Councilmember wants to do our part as soon as humanly possible!

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

## potential new BID in Venice

5 messages

Debbie DynerHarris <debbie.dynerharris@lacity.org>

Wed, Apr 30, 2014 at 1:41 PM

To: miranda.paster@lacity.org

Hi Miranda. I received your name as a good contact to discuss the possible formation of a BID in CD11. I have a group of merchants who are interested in learning more and hopefully getting started on one, but I was wondering if you could advise on what first steps should be. Is there someone in the City who can give a presentation on how it works, or is that generally left for private sector consultants to do? i want to send them down the right path, as I am sure you can understand.

And if you are not the right person, please feel free to send me to someone else.

Thank you very much,  
Debbie

--

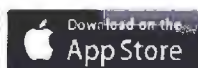


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Miranda Paster <miranda.paster@lacity.org>

Wed, Apr 30, 2014 at 3:22 PM

To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Hi Debbie.

We usually go out to the district to meet with businesses/property owners interested in starting a BID. Please direct them to me or let us know when your office will be meeting with the group and we will try to attend that meeting. Do you know which area is interested?

Thanks.

[Quoted text hidden]

--

Counting my blessings - Sing and be Happy Today!

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**Debbie DynerHarris** <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Wed, Apr 30, 2014 at 3:26 PM

That is fantastic- the property owners on Ocean Front Walk in Venice. Can I give you a call so we discuss what makes sense?

Debbie

[Quoted text hidden]

---

**Miranda Paster** <miranda.paster@lacity.org>  
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Wed, Apr 30, 2014 at 3:37 PM

Yes. Lets talk. I am on the phone and should be free in 15 minutes.

[Quoted text hidden]

---

**Debbie DynerHarris** <debbie.dynerharris@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Wed, Apr 30, 2014 at 3:40 PM

please give me a call when you get off- [310-568-8772](tel:310-568-8772). Thanks,  
Debbie

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

## Fwd: Reminder - PLEASE PRINT AND PASS OUT INVITATION TO THE PROPERTY OWNERS YOU KNOW

4 messages

Laura McLennan <laura.mclennan@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Mon, Oct 15, 2012 at 12:01 PM

As for BIDs.....  
the Council office is not to be involved, correct?

is there anything we can do?

----- Forwarded message -----

From: **norman kulla** <[norman.kulla@lacity.org](mailto:norman.kulla@lacity.org)>  
Date: Mon, Oct 15, 2012 at 11:54 AM  
Subject: Fwd: Reminder - PLEASE PRINT AND PASS OUT INVITATION TO THE PROPERTY OWNERS YOU KNOW  
To: Tony Arranaga <[tony.arranaga@lacity.org](mailto:tony.arranaga@lacity.org)>, Mike Bonin <[mike.bonin@lacity.org](mailto:mike.bonin@lacity.org)>, Laura McLennan <[Laura.McLennan@lacity.org](mailto:Laura.McLennan@lacity.org)>  
Cc: Bill Rosendahl <[bill.rosendahl@lacity.org](mailto:bill.rosendahl@lacity.org)>, Joaquin Macias <[joaquin.macias@lacity.org](mailto:joaquin.macias@lacity.org)>

How can we help the organizing committed of Palisades BID? Can we post on something? I don't think distribution via email is practical or necessarily appropriate...Norman

Norman Kulla  
Northern District Director and Senior Counsel  
Council District 11  
Councilmember Bill Rosendahl  
1645 Corinth Ave., Room 201  
Los Angeles, CA 90025  
[norman.kulla@lacity.org](mailto:norman.kulla@lacity.org)  
310-575-8461 tel.  
310-575-8305 fax

----- Forwarded message -----

From: **Laurie Sale** <[rehabitat@verizon.net](mailto:rehabitat@verizon.net)>  
Date: Mon, Oct 15, 2012 at 10:24 AM  
Subject: Reminder - PLEASE PRINT AND PASS OUT INVITATION TO THE PROPERTY OWNERS YOU KNOW  
To: Anthea Raymond <[anthea.raymond@gmail.com](mailto:anthea.raymond@gmail.com)>, Arnie Wishnick <[arniepacpal@earthlink.net](mailto:arniepacpal@earthlink.net)>, Bob Benton <[bruncobob69@gmail.com](mailto:bruncobob69@gmail.com)>, Bob Bruns <[editor@palipost.com](mailto:editor@palipost.com)>, Bradley Parker <[bradley.d.parker@ustrust.com](mailto:bradley.d.parker@ustrust.com)>, Brandy Bishop <[pacificpalisades.ED@sunriseseniorliving.com](mailto:pacificpalisades.ED@sunriseseniorliving.com)>, Caren Rideau <[caren@kitchendesigngroup.com](mailto:caren@kitchendesigngroup.com)>, Carol Pfannkuche <[ckpfamily@yahoo.com](mailto:ckpfamily@yahoo.com)>, Chris Erickson <[info@aldersgateretreat.org](mailto:info@aldersgateretreat.org)>, "Christian J. Irwin" <[christian.irwin@dominorealty.com](mailto:christian.irwin@dominorealty.com)>, Christopher Hope <[socalhope@yahoo.com](mailto:socalhope@yahoo.com)>, Dave Licht <[dave@kayndaves.com](mailto:dave@kayndaves.com)>, Dawn Bailey <[baileyproperties11@att.net](mailto:baileyproperties11@att.net)>, Denise Mangimelli <[bocaapparel@hotmail.com](mailto:bocaapparel@hotmail.com)>, Don Haselkorn <[consult.don@verizon.net](mailto:consult.don@verizon.net)>, "Dr. Luke Cohen" <[drluke@palichiro.com](mailto:drluke@palichiro.com)>, Elliot Zorensky <[ezorensky@udorealestate.com](mailto:ezorensky@udorealestate.com)>, "Everett W. Maguire" <[nanevmag@earthlink.net](mailto:nanevmag@earthlink.net)>, Frederick Lee <[bluedog101@sbcglobal.net](mailto:bluedog101@sbcglobal.net)>, Gary Nicholson <[nicholsonGP2@gmail.com](mailto:nicholsonGP2@gmail.com)>, Gil Dembo <[gildembo@gmail.com](mailto:gildembo@gmail.com)>, Greg Wood <[gwood@palihigh.org](mailto:gwood@palihigh.org)>, Gregory Pawlik <[gpawlik@coldwellbanker.com](mailto:gpawlik@coldwellbanker.com)>, Joaquin Macias <[joaquin.macias@lacity.org](mailto:joaquin.macias@lacity.org)>, John Petrick <[john.petrick@lpl.com](mailto:john.petrick@lpl.com)>, John Wilson <[jrwil@justdatabits.com](mailto:jrwil@justdatabits.com)>, Joyce Brunell <[joyce@solarsuntricity.com](mailto:joyce@solarsuntricity.com)>, Karen Richardson <[intimapp@aol.com](mailto:intimapp@aol.com)>, Keith Turner <[kjt@turnerlawapc.com](mailto:kjt@turnerlawapc.com)>, Kelly Comras <[kcomras@gmail.com](mailto:kcomras@gmail.com)>, Lance Miller <[lance@westhillmgmt.com](mailto:lance@westhillmgmt.com)>, Laurie Sale <[rehabitat@verizon.net](mailto:rehabitat@verizon.net)>, Mike Mangimelli <[bocatoo@msn.com](mailto:bocatoo@msn.com)>, Molly Pinero <[mollypinero@yahoo.com](mailto:mollypinero@yahoo.com)>, Nicole Howard <[nicole@thisweekinpalisades.com](mailto:nicole@thisweekinpalisades.com)>, Norman Kulla <[Norman.Kulla@lacity.org](mailto:Norman.Kulla@lacity.org)>, Peter Lawson



<plawson@kennedywilson.com>, Robert Munakash <munakash@mac.com>, Robert Sedway  
<rsedway@coldwellbanker.com>, Sandra Eddy <sandra.eddy@earthlink.net>, Steve Taub <lennysdeli@yahoo.com>,  
SUSAN CARROLL <gift.garden.antiques@verizon.net>, Wally Miller <millerwal@aol.com>, William Anzora  
<wanzora@topa.com>  
Cc: Steve@urbanplaceconsulting.com

Dear All,

The invitation went out to all the registered property owners, and we've received some positive responses. We'd really appreciate it if you could help move this along. Susan Carroll, at Gift Garden Antiques, will send out a reminder invite a week before our November 7<sup>th</sup> meeting, but, as discussed, a personal invitation, from you, is more powerful.

We're getting some positive response, but we need to do more. Unfortunately, I'll be going out of town from the 18-29<sup>th</sup>. I'll be checking my email accounts and will have my handy dandy cell phone, so I'll be able to answer any questions you may have.

Susan has some invitations that you can pick up to distribute, or you can print the one attached here, to give to people.

The publications we discussed: Palisades Post, Patch, This Week in the Palisades, Chamber Newsletter, etc. will be announcing our meetings, and that will be a real plus.

Thanks in advance for all your help and support. This is one awesome group of business people!!!!

All best,

Laurie

\*\*\*\*\*

*Laurie Sale*

310.454.8586 (h) 310.365.5123 (c) - 310.573-0226 (f)

What really matters is whether the alphabet is used for the declaration of war or for the description of a sunrise." - Fred Rogers

**CHECK OUT OUR GRANDPARENTING BLOG – <http://grandparentingplus.blogspot.com>**

--  
Laura L. McLennan  
Deputy Chief of Staff  
Council District 11



Invitation to Landlords re- Nov. 7 - meeting 10-5-12.doc  
36K

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**Miranda Paster** <miranda.paster@lacity.org>  
To: Laura McLennan <laura.mclennan@lacity.org>

Tue, Oct 16, 2012 at 9:17 AM

Good Morning Laura.

The Council Office can be involved. The group will need to hire a consultant - it may ask you for funds. I believe it is best if the Ccl Office knows whats going on and participates. This way as some constituents voice their approval or concerns, the office is aware of the proposal and planned services. The Ccl Office shouldn't dictate which services should be provided or what should be in the proposed BIDs Management District Plan. This should be worked out between the BID proponents and their consultant.

If you want to discuss further, my phone number is 978-1111.

Thanks.

[Quoted text hidden]

--

Counting my blessings - Sing and be Happy Today!

---

**Laura McLennan** <laura.mclennan@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Oct 16, 2012 at 9:25 AM

can we help them advertise their meetings?

this would mean us putting out the meeting info/flyer on our website, on our blog, etc.  
Is that allowed?

Do you have a list of consultants who have done this work for the City before? We have no money to offer the group but at least we could steer them in the right direction for hiring someone/firm.

thx

[Quoted text hidden]

---

**Miranda Paster** <miranda.paster@lacity.org>  
To: Laura McLennan <laura.mclennan@lacity.org>

Tue, Oct 16, 2012 at 12:40 PM

Hi Laura.

The firms that have been responding to our RFPs are NBS, Urban Place, PUMA and New City America.  
[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

---

## Re: Venice Business Improvement District Follow Up

7 messages

Laura McLennan <laura.mclennan@lacity.org>

Fri, Jun 17, 2011 at 10:44 AM

To: Arturo Pina <arturo.pina@lacity.org>, Norman Kulla <norman.kulla@lacity.org>

Cc: Miranda Paster <miranda.paster@lacity.org>

we really should not be involved.

We can suggest it, but it really needs to be driven by the community/businesses.

Miranda Paster with the City Clerk's office is the master of all things BID

I have cc'd her here and she can fill us in on the process and what the group needs to do or know.

Hope this helps!

~LM

On Fri, Jun 17, 2011 at 10:23 AM, Arturo Pina <arturo.pina@lacity.org> wrote:

Not really. Once the VB group agreed on a collaboration, I was going to bring in the Westchester Bid for a presentation and ask them to help us through the process. But LM is the jack of all trades. Perhaps she can assist?

On Fri, Jun 17, 2011 at 10:04 AM, norman kulla <norman.kulla@lacity.org> wrote:

Arturo,

<http://www.urbanplaceconsulting.com/whoweare.html>

If you haven't already, check out Steve Gibson's website - he's focused on BIDs

Any thoughts about him?

Lenny of Lenny's Deli asked Bill yesterday for a recommendation to start a BID in Palisades

Have you developed or are you familiar enough with BIDs to brief me about how we (CD 11) can be helpful?

Norman

----- Forwarded message -----

From: Arturo Pina <arturo.pina@lacity.org>

Date: Thu, Jun 16, 2011 at 9:39 PM

Subject: Re: Venice Business Improvement District Follow Up

To: kathleen.miller59@gmail.com

Cc: Steve Heuman <sheumann@sidewalkent.com>, norman kulla <norman.kulla@lacity.org>

Hi Ms. Miller and thanks so much for taking this on.

The Council Office has also been meeting with a working group made of artists, performers, free expressionist and business operators along the Ocean Front Walk. They have also begun to have preliminary discussions along the lines of a special district and/or BID. I'm wondering if I could ask that you reach out to Mr. Stephen Fiske who has been spearheading these meetings? His group is going so far as to develop a template for a intermediary group of folks could possibly act as go-betweens for our LAPD, artists/performers/expressionists and

Recreation & Parks. These are preliminary discussions but based on what you've experienced, I believe we have a wonderful opportunity to possibly form some sort of collaborative.

Anyhow, thanks again and should you choose to reach out to Mr. Fiske, he can be reached at [310-633-1998](tel:310-633-1998). Of course if you have any questions for me, don't hesitate to reach out.

On Wed, Jun 15, 2011 at 4:55 PM, <[kathleen.miller59@gmail.com](mailto:kathleen.miller59@gmail.com)> wrote:

>  
> Thanks for your endorsement Steve. I believe the Councilman is fully supportive and Captain Peters is as well. He actually urged us to pull in the group to the south on Washington Blvd as they have been struggling with the same issues as we have. He specifically suggested we invite the owners of Cabo Cantina.  
>  
> The sooner we meet the sooner we can put a meaningful vehicle in place to help the city with extra security and maintenance services. The BID may also be able to assist with some of the lighting you have been working on and possibly the cameras and sound system that Captain Peters suggested at our last meeting. We are lucky to have one of the most innovative Captain's on the force. I say let's get him what he wants. If security is one of our main concerns this is the best way to tackle it. Clearly as the fog lifts maintenance will be a huge issue as well.  
>  
> Let me know how to proceed.  
>  
> Kathleen Maguire Miller  
>  
> Let me know when to invite Steve  
> To speak to us.  
>  
> Kathleen Miller  
>  
> Sent from my Verizon Wireless BlackBerry  
>  
>  
> From: Steve Heumann <[sheumann@sidewalkent.com](mailto:sheumann@sidewalkent.com)>  
> Date: Wed, 15 Jun 2011 16:22:11 -0700  
> To: Kathleen Miller<[kathleen.miller59@gmail.com](mailto:kathleen.miller59@gmail.com)>  
> Cc: <[ksbriski@aol.com](mailto:ksbriski@aol.com)>; Mark Sokol<[mark@mphotel.com](mailto:mark@mphotel.com)>; <[erwin@mphotel.com](mailto:erwin@mphotel.com)>;  
> Safetypark<[safetypark@aol.com](mailto:safetypark@aol.com)>; Mike Bonin<[mike.bonin@lacity.org](mailto:mike.bonin@lacity.org)>; <[Arturo.pina@lacity.org](mailto:Arturo.pina@lacity.org)>;  
> <[jon.peters@lapd.lacity.org](mailto:jon.peters@lapd.lacity.org)>; <[mary.misono@lacity.org](mailto:mary.misono@lacity.org)>  
> Subject: Re: Venice Business Improvement District Follow Up  
> I think this is a great idea. Mark Sokol has been coordinating these meetings with Capt. Peters.  
> Mark, do you think we could do this at the next meeting with the Captain?  
> Steve Heumann  
>  
> On Jun 15, 2011, at 2:06 AM, Kathleen Miller wrote:  
>  
> I was able to attend a presentation on the Westwood BID at their recent Westwood Community Council Meeting and had the opportunity to ask their initial consultant Steve Gibson if he would come speak to our group about setting up a Business Improvement District. Although I was deeply involved in setting up the BID program in LA back in the Riordan era, I feel that Steve is the right person for us to meet with. He is currently the Interim Executive Director of the Santa Monica Pier Restoration Corp and had over 20 years experience in BIDS. Google him and you will see who he is.  
> When is our next meeting scheduled for and with your permission I will invite Steve to join us and give a brief presentation at the beginning of our meeting?  
> Thanks,  
> Kathleen Miller  
> Owner's rep for 100 Venice Way

--  
Arturo Piña  
Office of Councilmember Bill Rosendahl  
(310) 568-8772, Office  
(310) 410-3946, fax

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Norman Kulla  
Northern District Director and Senior Counsel  
Council District 11  
Councilmember Bill Rosendahl  
1645 Corinth Ave., Room 201  
Los Angeles, CA 90025  
[norman.kulla@lacity.org](mailto:norman.kulla@lacity.org)  
310-575-8461 tel.  
310-575-8305 fax

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Arturo Piña  
Office of Councilmember Bill Rosendahl  
(310) 568-8772, Office  
(310) 410-3946, fax

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Laura L. McLennan  
CD11

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**Arturo Pina** <[arturo.pina@lacity.org](mailto:arturo.pina@lacity.org)>  
To: Laura McLennan <[laura.mclennan@lacity.org](mailto:laura.mclennan@lacity.org)>  
Cc: Norman Kulla <[norman.kulla@lacity.org](mailto:norman.kulla@lacity.org)>, Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Fri, Jun 17, 2011 at 10:48 AM

Excellent!

thanks!

[Quoted text hidden]

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**norman kulla** <[norman.kulla@lacity.org](mailto:norman.kulla@lacity.org)>  
To: Laura McLennan <[laura.mclennan@lacity.org](mailto:laura.mclennan@lacity.org)>  
Cc: Arturo Pina <[arturo.pina@lacity.org](mailto:arturo.pina@lacity.org)>, Miranda Paster <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>

Fri, Jun 17, 2011 at 1:17 PM

Thank you...I'll await further info from Miranda...Norman

On Fri, Jun 17, 2011 at 10:44 AM, Laura McLennan  
<[laura.mclennan@lacity.org](mailto:laura.mclennan@lacity.org)> wrote:

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**Miranda Paster** <[miranda.paster@lacity.org](mailto:miranda.paster@lacity.org)>  
To: norman kulla <[norman.kulla@lacity.org](mailto:norman.kulla@lacity.org)>

Tue, Sep 6, 2011 at 10:55 AM

Hello Norman.

I found this draft email that had not been sent. Did we ever communicate? I apologize for the delay.

Please note that the City Clerk's Office is happy to meet with you to discuss establishing a Business Improvement District. Briefly, there are two types of BIDs, property-based and business or merchant-based districts governed by state law. Please let me know your phone number and I can assign a BID Analyst to speak with you.

Thank you.

[Quoted text hidden]

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Counting my blessings - Sing and be Happy Today!

**norman kulla** <norman.kulla@lacity.org>

Tue, Sep 6, 2011 at 11:00 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: "Pina, Arturo" <Arturo.Pina@lacity.org>, Joaquin Macias <joaquin.macias@lacity.org>, Cecilia Castillo <cecilia.castillo@lacity.org>

Dear Miranda Paster,

My number is [310-575-8461](tel:310-575-8461) and Arturo Pina, our southern district director, is at [213-473-7016](tel:213-473-7016).

In addition to Venice we have a pending effort in Pacific Palisades.

We look forward to hearing back from you analyst. I'm copying Arturo & Cecilia for Venice and Joaquin for Palisades as well all are involved in these efforts.

Thank you.

Norman

[Quoted text hidden]

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**Miranda Paster** <miranda.paster@lacity.org>

Tue, Sep 6, 2011 at 11:02 AM

To: "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>, "Makowski, Paul" <paul.makowski@lacity.org>

Good Morning.

These people are interested in BIDs. Please assign someone to discuss the BID process with them.

Thank you.

----- Forwarded message -----

From: **norman kulla** <norman.kulla@lacity.org>

Date: Tue, Sep 6, 2011 at 11:00 AM

Subject: Re: Venice Business Improvement District Follow Up

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[Quoted text hidden]

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**Paul Makowski** <paul.makowski@lacity.org>

Wed, Sep 7, 2011 at 10:40 AM

To: norman kulla <norman.kulla@lacity.org>

Cc: "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>, Arturo Pina <arturo.pina@lacity.org>, Joaquin Macias <joaquin.macias@lacity.org>, Cecilia Castillo <cecilia.castillo@lacity.org>

Bcc: miranda.paster@lacity.org

Hi Norman,

It was good speaking to you yesterday. If you would like to meet in person (or have us talk with the community with you) please let me know.

As I mentioned before, our Office is in the middle of producing some new informational material for Business Improvement District formation/education. Unfortunately, it is a very large 'middle' and it may be awhile until we have comprehensive new materials available.

Attached are a few items available now that may be of assistance to you.

1) A currently updated BIDs 101 pamphlet which holds some common FAQs.

2) A currently updated formation timeline for the Property-based BID, which we give to all new and renewing P-BIDs (Property BIDs are the most popular BID and 85% of our currently active districts are Property-based). The attached timeline shows minimal legally required efforts (and approval deadlines) for successful operation by January 1, 2013.

3) A map of all active BIDs in the City of LA, circa 2010... [In 2011 we have added two additional districts, 1) Westwood, a Property based district in the commercial village area between UCLA and Wilshire Blvd, and 2) the LA Tourism BID, which covers all hotels with more than 50 rooms within the entire City limits. This brings the current BID count to 40 active districts.]



You may also desire to peruse our website for generic BID information as well as individual contact information and copies of management plans for each active BID. However, I must caution that a lot of the FAQ material on our site is old and may be slightly out of date (hence our efforts of producing new material as initially mentioned). Our BID website is: <http://cityclerk.lacity.org/bids/index.htm>

If you or anyone else in your council district have any specific questions, please call or email me or Rosemary Hinkson, who is copied on this email.

Thanks

-Paul Makowski

[213-978-1125](tel:213-978-1125)

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—

Paul Makowski  
BID Analyst  
Special Assessment Section  
Office of the City Clerk  
200 N Spring Street  
Los Angeles, CA 90012  
[\(213\) 978-1125](tel:213-978-1125)

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### 3 attachments



**BIDs 101 Pamphlet.pdf**  
211K



**PBID Formation TimelineDetailed-2013.pdf**  
27K



**Citywide BID Map 2010 (1).pdf**  
1026K



## What is a BID?

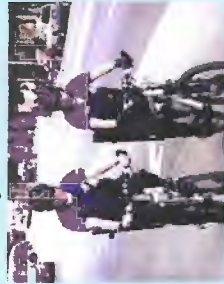
"BID" is an acronym for Business Improvement District.

A business improvement district is a geographically defined area within the City of Los Angeles, in which services, activities, and programs are paid for through a special assessment which is charged to all members within the district in order to equitably distribute the benefits received and the costs incurred to provide the agreed-upon services, activities, and programs.

## What do BIDs do?

A Business Improvement District can provide any service that is "above and beyond" the services provided by the City of Los Angeles. Some services provided by LA City BIDs are:

- Private Security Patrols
- Sidewalk cleaning



- Special events
- Marketing



- Maintenance of improvements provided by the Community Redevelopment Agency

## A quick Guide to Business Improvement Districts:

# BIDS 101

Developed and provided by:

The City of Los Angeles  
Office of the City Clerk  
Administrative Services Division  
Special Assessment Section

200 N Spring Street, Room 224  
Los Angeles, CA 90012

<http://cityclerk.lacity.org/bids/>

Main Phone: (213) 978-1099



## How do BIDs form?

By law, it is a multiple step process. But both Business-based and Property-based BIDs are formed through City Council by adoption of an Ordinance. Both BID formations require a public hearing and all stakeholders are notified by mail. Their formation is based on the majority

## Where else are there BIDs?

BIDs exist all over the United States. Every major City in America has BIDs. San Francisco, San Diego, and New York City all have multiple BIDs. But BIDs exist in small cities too.

## Where are BIDs located within Los Angeles?

Los Angeles has 40 operating BIDs and a few more in forming stages. BIDs are currently in major commercial areas of Downtown, Hollywood, the Westside, the Harbor, and the San Fernando Valley.

## Can residential areas have BIDs?

Under current law, BIDs are for commercial areas only. Only mixed-use areas (like condo buildings near commercial areas) might have residential properties in a BID.

## Who pays for these services?

Either the Business Owner or the Property Owner, depending on how the District is created.

## Can't these services be done without forming a BID?

YES! Organizations can do most of these services through volunteers or by collecting volunteer contributions to provide services without forming a BID..... BUT a BID makes your District official, more stable for applying to grant funding, and creates a fair and equal method of collecting financial support from everyone in the area. In a BID, everyone pays and everyone has a fair share in the organization. It takes an entire community to build a BID.

## What is a typical assessment?

By law, the amount of each assessment is equal to the services being provided. The more services, or more frequent they are provided, the higher the assessment.

## How are assessments Paid?

Assessments on property are paid through the annual Property Tax Bill mailed by the LA County Assessors Office. Assessments on business Owners are billed by the Office of the City Clerk

## Isn't the City responsible for doing these services?

Legally, BIDs cannot replace city services.

## The City removes graffiti. Why should I pay a BID to do more?

The City of Los Angeles has limited funding to provide certain services. Services, like graffiti removal, are provided to the entire city as funding is available; And, there isn't enough graffiti funding to cover all the graffiti in Los Angeles. BIDs can choose to provide a graffiti service to clean up what the City can't clean.

## I'm in Encino and don't want to pay to clean Downtown.

You won't. By law, the money collected by a BID can only be spent within the BID.

## Who controls these BIDs?

Each BID is controlled by the stakeholders of each BID. A Board is formed to run the BID and is operated through a contract with the City.

## Does the City monitor BIDs?

The Office of the City Clerk holds a contract with every BID and monitors their operations. Through reporting and regular audits, they ensure that each is operating correctly.



**BID FORMATION (or RENEWAL) TIMELINE**

For Property BID expiring on December 31, 2012 or new PBID beginning operation by January 1, 2013

Start to finish; Begin BID operation on January 1, 2013

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**2011**

<b>Month</b>	<b>Activity</b>
February - March	Finalize dollars needed to complete renewal Hire consultant, if needed
April - June	Form Steering Committee to guide BID formation/renewal activities Commence informational sessions with property owners in potential BID boundary area
June - August	Decide boundaries of new BID Decide programs (security, maintenance, image, streetscape, administration) Decide budget Work on potential assessment formulas (front footage, building square footage, parcel size, etc.)
<b>AUGUST 15, 2011</b>	<b>Submit 1st Draft of DATABASE to City Clerk for review and verification</b>
	DATABASE Must contain, at minimum, 1) All APNs, 2) Property Owner Names, 3) Assessable measurements of property, and 4) Assessment calculations. CITY CLERK will review, verify, and approve all information in Database
<b>AUGUST 22, 2011</b>	<b>Submit 1st Draft of MANAGEMENT DISTRICT PLAN to City Clerk for review</b>
	MANAGEMENT DISTRICT PLAN Must contain, at minimum, the 1) Boundary description, 2) Boundary rationale, 3) Service Description, 4) Budget, 5) Benefit Zones, & 6) Assessment Methodology MANAGEMENT DISTRICT PLAN Must also contain other legal & procedural requirements CITY CLERK will review Management District Plan to ensure compliance with State Law <b>NOTE: Revisions may be needed to ensure legal compliance with legal statutes</b>
<b>OCTOBER 1, 2011</b>	<b>Submit revised Management Plan and ENGINEER'S REPORT to the Office of City Clerk</b>
	Finalize District Management Plan (boundaries, assessment formula, budget) Present finalized assessment roll to City Clerk who will audit/verify all parcel data <i>(all assessment data for all parcels including: formula, calculations, footages and assessment amounts must be verified and agreed to by the Technical Research Unit of the City Clerk's Special Assessment Section before petitions can be distributed.)</i>
<b>DECEMBER 2011</b>	<b>Management District Plan &amp; Engineer's Report APPROVED by City Clerk</b>
	MANAGEMENT PLAN & ENGINEER's REPORT MUST be approved prior to Petition Drive start date

**2012**

<b>Month</b>	<b>Activity</b>
<b>JANUARY 2012</b>	<b>START PETITION DRIVE</b>
January - February	Mail out District Management Plan & START PETITION DRIVE Follow up campaign to secure signed petitions equal to 50% plus \$1.00 of proposed assessment <b>REACH 50% PETITION THRESHOLD</b>
<b>March 2nd</b>	<b>FINISH PETITION DRIVE: Submit final petitions to City Clerk</b>
<b>March (No later than March 16th)</b>	Request City Council to adopt an "Ordinance of Intention" to form a BID Management Plan, Engineer's Report, map and complete list of all stakeholders due to City Clerk. <b>City Clerk verifies petition signatures and affirmative percentage.</b>
<b>April 3rd</b>	City Clerk submits complete BID formation project summary report to City Council's Jobs and Business Development Committee (JBDC).
<b>April 10th - 24th</b>	JBDC will schedule and hold will hold public hearings and recommend that Council adopt the Ordinance of Intention to begin the Proposition 218 election/formation process.

**BID FORMATION TIMELINE**

For Property BID expiring on December 31, 2012

Start to finish; Begin BID operation on January 1, 2013

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**2012 (con't)**

<b>Month</b>	<b>Activity</b>
May 1st	<b><u>CITY COUNCIL STARTS PUBLIC HEARING PROCESS</u></b> City Council review and approval of JBD Committee recommendations: <ol style="list-style-type: none"> <li>1. Reviews JBDC recommendations, Clerk Report and BID's proposed Management Plan.</li> <li>2. Petition Sufficiency Finding.</li> <li>3. Adoption of Ordinance of Intention to Establish BID.</li> <li>4. Authorization to set public meeting and hearing dates and begin Prop 218 process.</li> </ol>
May 2nd	Due to the City Clerk from BID proponents : <ol style="list-style-type: none"> <li>1. Prepaid, preaddressed ballot return envelopes.*</li> <li>2. Smaller, opaque secrecy envelopes to conceal ballot inside return envelopes.*</li> <li>3. District Management Plan with budget, BID boundary map and APNs of all stakeholders.*</li> </ol>
May 7th	<b><u>PROP 218 REQUIRED 45-DAY PERIOD BEGINS</u></b> City Clerk to arrange for mailing of : <ol style="list-style-type: none"> <li>1. Notice of Public Meeting and Final Public Hearing.**</li> <li>2. Proposition ballots**, ballot instructions and ballot return and secrecy envelopes.</li> <li>3. Ordinance of Intention (to establish BID).**</li> <li>4. District Management Plan (legally considered part of the Ordinance).</li> <li>5. Mailing labels (from stakeholder database) and mail-out envelopes</li> <li>6. Stuff envelopes, seal and mail out from City mailroom.**</li> </ol> <p>**(City provides copies for each stakeholder)</p> City Clerk to arrange for publication of: <ol style="list-style-type: none"> <li>1. Ordinance of Intention</li> </ol>
Tues, June 26th	<b><u>CITY COUNCIL HOLDS PUBLIC HEARING</u></b> City Council: <ol style="list-style-type: none"> <li>1. Council conducts Final Hearing for public comment on establishment of the BID.</li> <li>2. Balloting officially closed.</li> <li>3. City Clerk counts ballots and report results at next Council meeting.</li> <li>4. Ballots opened and tallied in City Clerk's office (open to the public)</li> </ol>
Wed, June 27th	City Council: <ol style="list-style-type: none"> <li>1. Public announcement of Prop 218 ballot tabulation</li> <li>2. 1st reading of Ordinance of Establishment</li> <li>3. Council accepts the balloting results and passes the Ordinance of Establishment</li> </ol>
June - August	City Clerk: <ol style="list-style-type: none"> <li>1. Publish BID establishment Ordinance</li> <li>2. Place stakeholder assessment data on County's tax rolls  <b>(COUNTY HAS HARD DEADLINE FOR TAX ROLL SUBMISSION)</b></li> <li>3. Establish trust fund/revenue source code account</li> <li>4. Prepare City (501c) administrative contract</li> </ol>
December 2012	City Clerk: <ol style="list-style-type: none"> <li>1. Transmits received property assessments from County collection of 1st installment payments</li> </ol>
January 1st, 2013	<b>Begin BID operation</b>



